



PROMOTING THE SUSQUEHANNA RIVER VALLEY

VisitCentralPA.org



MISSION

- Stimulates economic development by promoting the tourist destination
- Provides information and services to visitors and area residents
- Advances the image of hospitality in the region
- Facilitates the development of tourism resources
- Educates business leaders and members
- Connects consumers of all types to member businesses

HISTORY

1962

A Tourism Committee led by Herb Bendt was created as a part of the Lewisburg Chamber of Commerce

1980s

Formation of tourism boards in Union, Snyder and Northumberland Counties

1992

Merger of the three tourism boards as Susquehanna Valley Visitors Bureau and construction of Route 15 Visitor Center

2009

Rebrand to Susquehanna River Valley Visitors Bureau

2024

Susquehanna River Valley Visitors Center moves to current location in Montandon

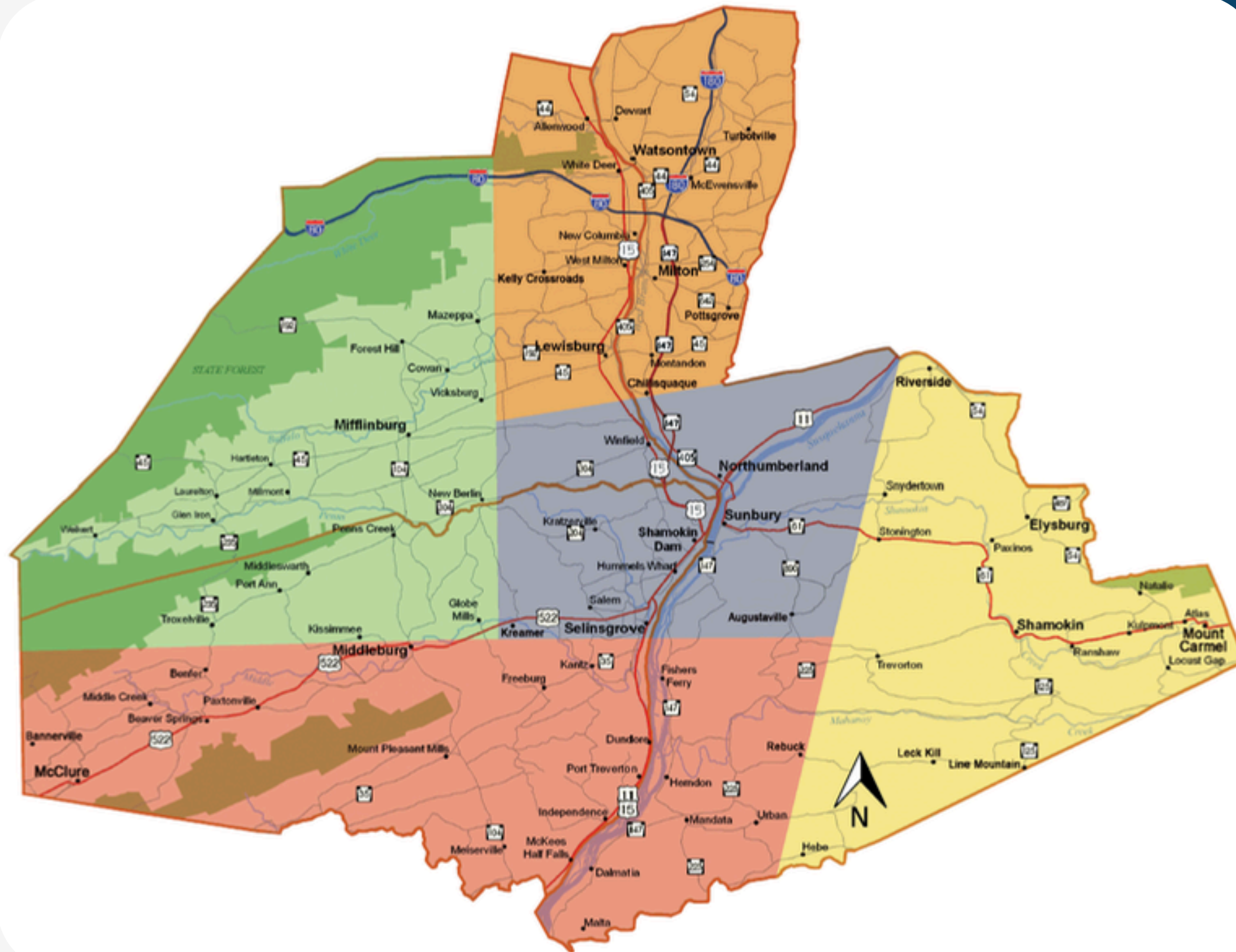




Visitors Bureau (VB)
Tourism Promotion Agency (TPA)
Destination Marketing Organization (DMO)

DESIGNATION AND FUNDING

We are designated by the Commissioners in Northumberland, Snyder and Union Counties to receive funding through a statewide legislated room tax (paid by visitors staying at area hotels, AirBnBs, etc.) for the purpose of promoting the region to potential tourists and driving visitor spending into the counties.



THE SRVVB TEAM



Judy Machesic
Interim Director



Sharon Wagner
Operations Director



Amanda Coleman
Tourism Marketing Coordinator



Erin Ohlfs
Media & Program Manager



Sue Kratzer
Visitor Center Specialist



Amy Machesic
Visitor Information Specialist



Joe Hutton
Distribution Driver



Lenny Machesic
Distribution Driver

VISITOR SPENDING IN THE SRV

Annual study commissioned by the PA State Tourism Office and conducted by Tourism Economics looks at business sales, jobs, income and taxes across five sectors – Entertainment, Food & Beverage, Retail, Lodging and Transportation.

2023

Northumberland County	\$ 142.4m
Snyder County	\$ 121.7m
Union	\$ 189.2m
Total	\$453.3 Million

2024

Northumberland County	\$ 150.3m
Snyder County	\$ 130.8m
Union	\$ 188.4m
Total	\$469.5 Million

TOURISM REVENUE IMPACTS

01



Direct Impacts

This is the \$469 million+ coming into the region through visitor spending at attractions, shops, restaurants, etc.

02



Indirect Impacts

Attractions, shops, etc. purchase goods and services from local vendors and the initial visitor spend grows in the region

03



Induced Impacts

Attractions, shops and all of their local vendors hire local people who pay taxes and shop locally, and the financial impact of tourism continues to grow

2024 VISITOR COUNT

2.3 Million Unique Visitors
4.78 Average Visit Frequency
6.9 Hours Average Dwell Time

\$469.5m / 2.3m visitors = \$204.13 per person

*These numbers come from cell phone traffic data collected by Placer.ai



Attractions & Events

Knoebels Amusement Resort
Mifflinburg Christkindl Market
Lewisburg Arts Festival



Outdoor Recreation

unPAved of the SRV
TKS – Team Kayak Series
Faylor Lake DiscGolfPark
Anthracite Outdoor Adventure Area



Universities & Sports

Bucknell University
Susquehanna University
Little League World Series

TARGET AUDIENCE

Backyard Tourists

174,000

Residents of the
Susquehanna River Valley



50-Mile Radius

3.8 million residents
Includes urban areas in
Pennsylvania



300-Mile Radius

74.5 million residents
Includes Mid-Atlantic
States



2025 HIGHLIGHTS



BUSINESS PARTNERSHIPS

Annual Marketing Benefits

- Business Listing in Guides
- Business Page on VisitCentralPA.org
- Brochure Distribution
- Event Promotion on VisitCentralPA.org Calendar
- Event Promotion on SRV Facebook Page
- Referrals (Staff Recommendations, Tourism Articles, Podcast Mentions, Blog Mentions, Inclusion on Itineraries)





EVENT SPONSORSHIPS

America 250PA County Bells
 Lewisburg Ice Festival
 Polar Bear Plunge
 PIAA Swimming Championships
 Lewisburg Arts Festival
 RiseUp Racing Triathlon
 Shamokin Heritage 5K
 Sunbury Summer Kickoff
 Union County Veterans 4th of July
 Thunder on the Hill Drum Corp
 Independence on Independence
 TKS – Team Kayak Series

Kilts, Kegs & Knots
 Showin' Out in Shamokin
 Selinsgrove Brewfest
 SGP Outdoor Expo
 Gilson Summer Snow Day
 Faylor Lake Fall Classic
 White Deer Bigfoot & Bluegrass
 McClure Bean Soup
 Mifflinburg Oktoberfest
 unPAved of the SRV
 Mifflinburg Christkindl Market
 Winterfest

*partial 2025 list of sponsorships

Sponsorships help to bring new events into the region and help to grow existing events. Marketing to event attendees:

*Enjoy our event and stay longer to explore
 the Susquehanna River Valley.*

PLACER.AI

Tracks visitor traffic through cell phone data for
more informed marketing and event planning

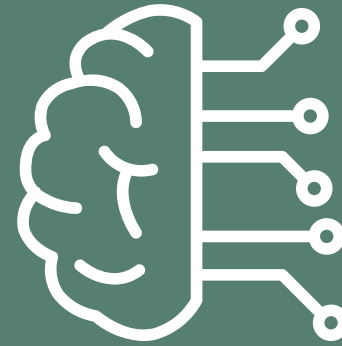
01



Visitor Traffic

Attendance
Demographics
Affecting Factors

02



Trends & Movement

Visitor Origin
Length of Stay
Journey

03



Engagement Opportunities

Shift Dates & Times
Outreach Impact
Interest Engagment

SUSQUEHANNA RIVER VALLEY

CENTRAL PENNSYLVANIA



GRAVEL ADVENTURE FIELD GUIDE

Annual Guide to the Region
Special Interest Brochures
New Gravel Adventure Field Guide

BROCHURE DISTRIBUTION

- PA Welcome Centers
- Camping and Tourism Shows
- Visitor Requests
- Event Participant: Area Information Bags
- Recruitment Packets
- Welcome Bags
- Over 300 Regional Locations
- Online Flipbooks

VISITCENTRALPA.ORG

Unique Users
257,000/yr

Web Sessions
207,000/yr

Top 10 States for Site Visitors

Pennsylvania New York New Jersey
Virginia Maryland Illinois California
Tennessee Ohio Massachusetts



SOCIALS



VisitCentralPA.org

Most Popular Page: Event Calendar



Facebook.com/SusquehannaRiverValley

42.1+ K Followers (up from 36 K in 2024)



Instagram.com/SusquehannaRiverValley

10.2+ K Followers (up from 3.5 K in 2024)



YouTube.com/@SusquehannaRiverValley

Building assets in 2025



TikTok.com/@ExploreSRV

New in 2025

#ExploreSRV



FACEBOOK

- All time high in cadence and content
- Boosting posts and creating ad campaigns
- Tracking results and pivoting based on info



Seasonal Activities

Hiking, Cycling, Paddling
Anthracite Outdoor Adventure Area



Attractions & Events

Warrior Run Fort Freeland Heritage Days
Mifflinburg Oktoberfest



Partner Spotlights

Holiday Shopping
Comfort Foods

- Creating unique content for Instagram
- Working with travel influencers
- Finding new audiences

INSTAGRAM



EXPANDING OUR SOCIALS

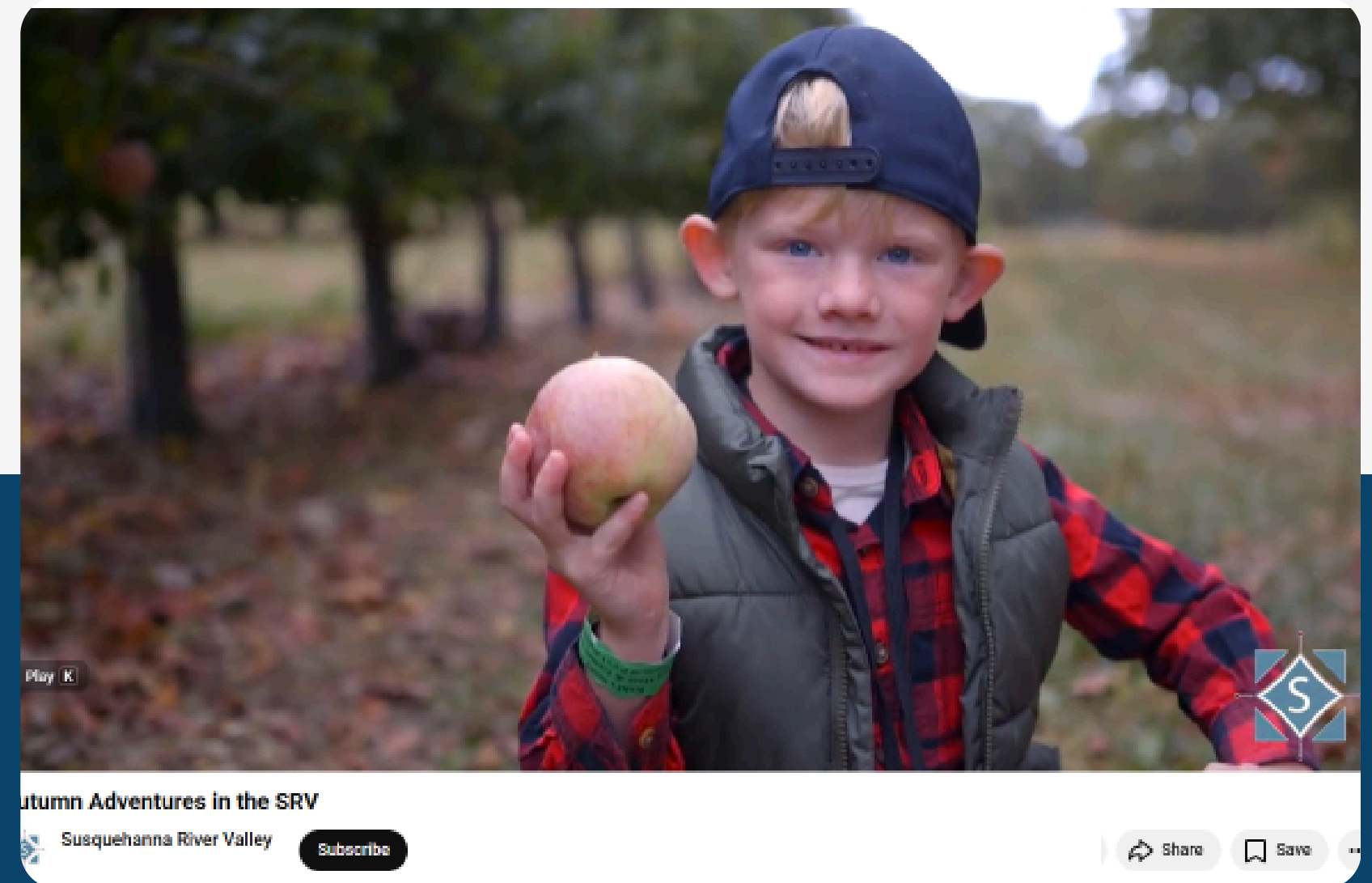
Fishing Series

Collaboration with Anglers Anchor
Local Fishing Expert

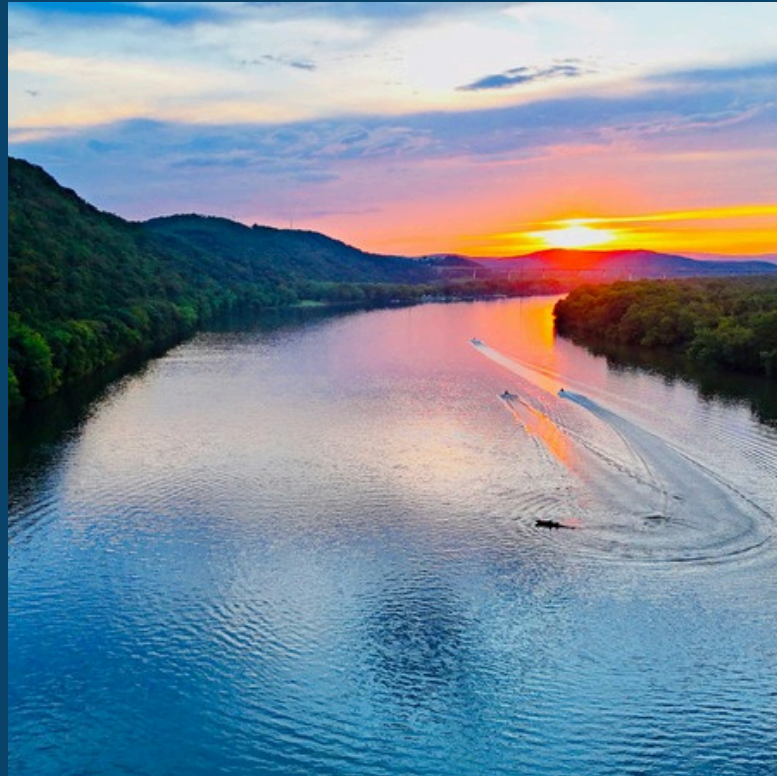


Seasonal Video Series

Collaborations with 7 Mountains Media,
Stone State and Heartmade Productions



Partnering with Local Storytellers to Build Our Presence on YouTube and TikTok



P H O T O S

Working with local photographers, partner businesses and residents (through photo contests) to increase our photo library

EXPANDING OUR AUDIENCE

SRV Stories Blog

Two new stories each month

@ VisitCentralPA.org

Promoted in e-newsletter and on socials



Explore the SRV with Lura Good

@VisitCentralPA.org or wherever you get your podcasts

Promoted in e-newsletter and on socials

Advertised on 7 Mountains Media app



DIGITAL CAMPAIGNS

Geofencing
Retargeting
Native Advertising
Programmatic Advertising
Search Engine Marketing

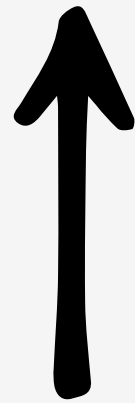
Ads are designed to engage new audiences and drive more traffic to the website to learn more about everything there is to do in the Susquehanna River Valley. Audiences are chosen by location, demographics and behaviors (do they often engage with outdoor recreation content).



WORKING TOGETHER

Building Brand Awareness

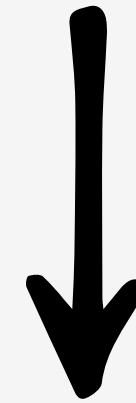
Email Marketing
Curated Content



Photography
Videography



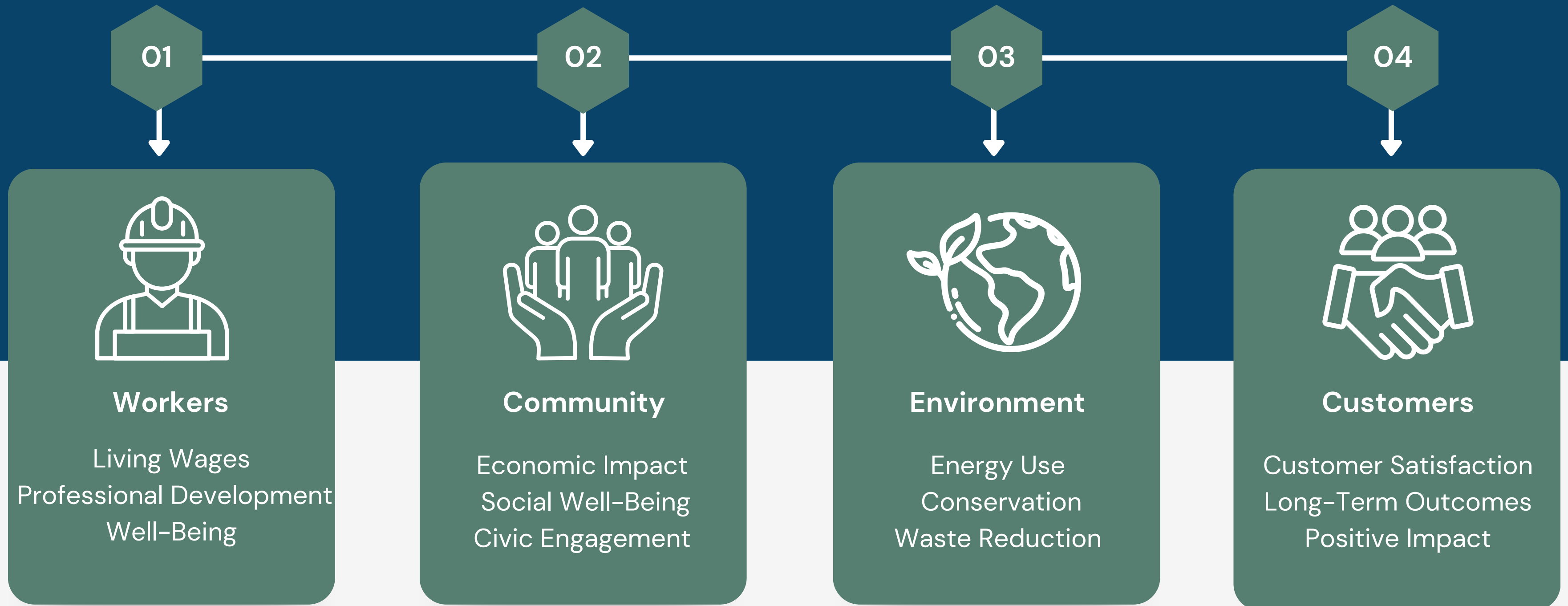
Social Media
Influencers



GeoFencing
Targeted Campaigns

SOCIAL IMPACT ASSESSMENT

B IMPACT



We are currently working with a team of students from Bucknell University who will identify how the SRVVB is making a positive impact on our communities, workforce and environment and will give us ideas on how to improve that impact.

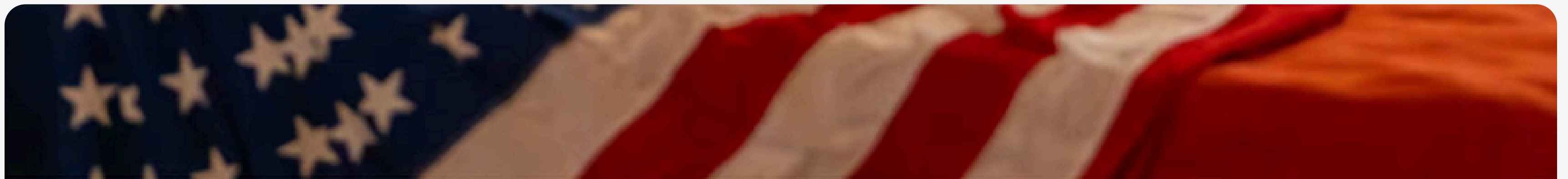
SRV VISITOR CENTER



Visitor traffic is increasing at the new center in Montandon, and we are currently researching the addition of more informative and interactive exhibits



- Web Page Dedicated to 250th Celebration
- 250th Event Category Added to Calendar
- History Articles for Each County
- Commemorative Bell Photos / Locations



[Home](#) / [America250PA](#)

 Share

Celebrate America 250PA

Pennsylvania is proud to play a leading role in America's 250th anniversary, and we invite you to join the celebration right here in the Susquehanna River Valley. As we count down to 2026, communities across the Commonwealth are coming together to honor our nation's history, celebrate our shared values and inspire future generations.



THANK YOU

From our team to yours have a very Happy Holiday Season and a Prosperous New Year!



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